**Marketing Mix Elements Mini-Units ~ Chapter Experts**

**Chapter 10** Products

**Chapter 11** Services

**Chapter 13** Distribution

**Chapter 14** Pricing

**Chapter 15** Promotion  
**Chapter 16** Advertising

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Each group will have a specific element of the marketing mix to research and present their findings to the class. You will have *approximately* **5 lab periods** to collaborate with each other and create the necessary examples and materials for your topic. You have resources in the book (section questions, checkpoint questions, marketing matter activities, chapter assessment), your workbooks and online to assist in creating ***realistic examples*** and ***relate the element to your classmates***.

**Preparation Days**:

* + **Chapter Terms**: Each group presentation will begin with the **CLASS** completing Terms.
    - Term Sheets will be provided so **do not recreate** this element.
    - Cover the Terms throughout presentation (& any supplemental/italicized terms you feel are important)
  + **Presentation:** PowerPoint or other visual presentation method (Prezi)
    - [Cengage Brain Website](http://www.cengagebrain.com/cgi-wadsworth/course_products_wp.pl?fid=M20b&product_isbn_issn=9781133108146&token=) – Search ISBN for Book Website: Select your Chapter. Open a **Starter** PowerPoint.
    - You will need to **add** more information because the PowerPoint is **ONLY AN OUTLINE** to start with.
  + **Worksheet:** Can be a notes packet to correlate to your PowerPoint and/or individual activities.
    - Book and Workbook are good resources for activities.
  + **Group/Class Activity:** Organized and relative to the material. **Presenters run activity**/**discussions**.
    - Book and Workbook are good resources for activities.
    - Break class into smaller groups (each group can have the same task or different tasks)
  + **Quiz:** Minimum of 20 questions (Vary the question style – T/F, Multi-Guess, Short Answer, Etc.)
    - Make sure you create an **answer key** for yourself.
    - Book and Workbook are good resources; See instructor for answer keys.
  + **Need Something???** (Index Cards, Markers, etc? JUST ASK!)

**Presentation Days**: (2) regular periods (50 mins each) or (1) Block Period to present your material.

* **Day 1** – Starts with **CLASS** doing Terms (10-15 mins) while **GROUP** preps for their Presentation.
* **Day 2** – Finish Materials, Conduct Activity, Complete Worksheet, Review for Quiz, etc.
  + ***Time goes by a lot faster than you think. Good prep work will make this easier to handle.***
  + **See Schedule:** Schedule is subject to change. Be prepared.
  + **Remember** ~ 2 people will miss your lesson because of the **school store**.   
    How will you give them your info so they are prepared for the quiz?

**Hand-In The Following**: Print **ONE FINAL COPY** (Lab 165) and upload a copy to [UDHSBusiness.Wikispaces.com](http://www.udhsbusiness.wikispaces.com/)

* **PowerPoint** (Handout with **6** or **9** slides per page)
* **Worksheet** (Prints one sided but copies will be made double sided unless otherwise requested)
* **Quiz** (Prints one sided but copies will be made double sided unless otherwise requested)
* **Any other materials you need copies made** (be sure to include quantity needed)

All materials should be kept in the group folder and checked upon completion for accuracy and depth.

**SCHEDULE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Week of** | **MONDAY** | **TUESDAY** | **WEDNESDAY** | **THURSDAY** | **FRIDAY** |
| Feb 17 | No School | Block “A” Day | Instruction Day  Prepare | Prepare | Prepare |
| Feb 24 | Prepare | Prepare Last Chance | GROUP 1  4- Store | GROUP 1  4- Store | GROUP 2  5- Store |
| March 3 | GROUP 2  5- Store | **Assess 1 & 2** | Odd Block  GROUP 3 & 6- Store | Even Block  No Class | GROUP 4  1 - Store |
| March 10 | GROUP 4  1 - Store | **Assess 3 & 4** | GROUP 5  2- Store | GROUP 5  2- Store | Early Dismissal  **Video Day** |
| March 17 | GROUP 6  3- Store | GROUP 6  3- Store | Odd Block  **Assess 5 & 6 BL**  Review - Chap 10 AL | Even Block  No Class | Review Day  Chap 11 |
| March 24 | Review Day  Chap 13 | **Final Assess**  **CH 10-13** | Review Day  Chap 14 | Review Day  Chap 15 | Review Day  Chap 16 |
| March 31 | **Final Assess**  **CH 14-16** | DISNEY | DISNEY | DISNEY | Senior Class Trip |
| April 7 | SUB – Video  Senior Class Trip | SUB – Video  Senior Class Trip | SUB – Video  Senior Class Trip | DISNEY | DISNEY |
| April 14 | **Spring Break** | | | | |

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| --- | --- | --- | --- | --- | --- | --- |
| **Project Rubric – Student Teacher** | | | | | | |
|  |  |  |  |  |  |  |
| **Project Breakdown** | **5** | **4** | **3** | **2** | **1** | **0** |
| **Lab Participation** ( 5pts per day)   * Student was on task each day and used time wisely * Student contributed an equal share of presentation prep and presentation | 5 5 5  5 5 | 4 4 4 4 4 | 3 3 3 3 3 | 2 2 2 2 2 | 1 1 1 1 1 | 0 |
| **Worksheet** (attach a copy)   * Worksheet created to reinforce materials covered (Outline, Notes, Charts, etc.) | 10 | 8 | 6 | 4 | 2 | 0 |
| **Activity** (attach instruction sheet and list of materials necessary)   * Class (small group) activity incorporated everyone in the class * Activity reinforced Marketing Mix element material | 10 | 8 | 6 | 4 | 2 | 0 |
| **Presentation Skills**   * Appropriate presentation – including professionalism, language, speed/length, tone, etc. * Covered Marketing Mix element thoroughly and provided student-related examples * PowerPoint was easy to follow and read ( 7x7 rule, eye pleasing, creative) | 10 | 8 | 6 | 4 | 2 | 0 |
| **Quiz**   * Assessment included variety of question styles (minimum 20 questions) * Assessment was related to material covered in presentation and activities | 10 | 8 | 6 | 4 | 2 | 0 |
| **Organization / Participation**   * Student was on organized and prepared for all parts of the assignment * Student contributed as a group productive member in preparation and presentation | 5 | 4 | 3 | 2 | 1 | 0 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Project Rubric – Student Audience**  Student was cooperative & on task each day & used time wisely ~ Student contributed as an audience member appropriately (NO behavioral issues) | | | | | | | |
| \_\_ ~ Participation | 5 | 4 | 3 | 2 | 1 | 0 |  |
| \_\_ ~ Participation | 5 | 4 | 3 | 2 | 1 | 0 |  |
| \_\_ ~ Participation | 5 | 4 | 3 | 2 | 1 | 0 |  |
| \_\_ ~ Participation | 5 | 4 | 3 | 2 | 1 | 0 |  |
| \_\_ ~ Participation | 5 | 4 | 3 | 2 | 1 | 0 |  |
| School Store Participation | 5 | 4 | 3 | 2 | 1 | 0 |  |